

wisconsin architect

OCTOBER 1974



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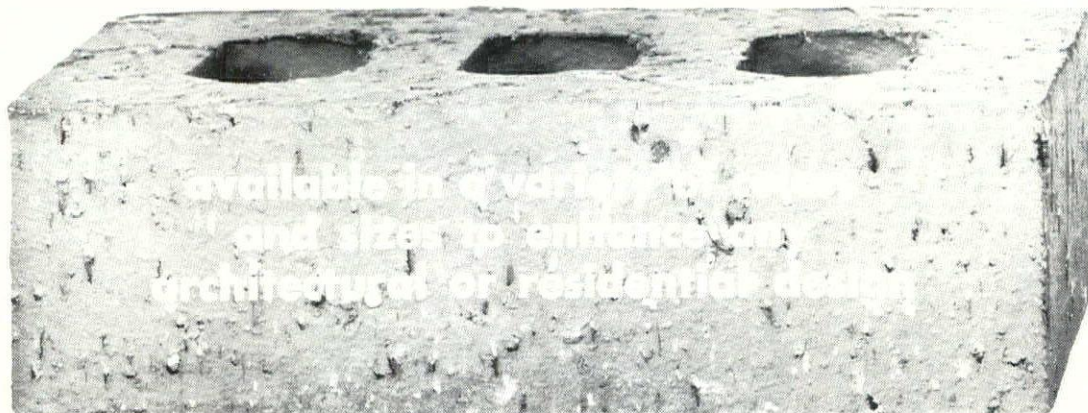
Wisconsin Architect is the official publication of the Wisconsin Chapter, The American Institute of Architects, published by Wisconsin Architect, Inc.

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**WISCONSIN CHAPTER A.I.A.
NEWSLETTER**



W.A.I.A. RESPONSE TO CODE HEARINGS

In response to the hearings recently conducted by the Department of Industry, Labor and Human Relations, the W.A.I.A. position was stated by President Richard E. Gustafson, AIA, as follows:

Department of Industry,
Labor and Human Relations

Re: Proposed rule changes to Wisconsin Administrative Code Chapters IND 50-60 Building, Heating, Ventilating and Air Conditioning

Gentlemen:

The Wisconsin Chapter of the American Institute of Architects wishes to express its concern regarding both enacted and proposed changes to the Wisconsin Administrative Code.

Public hearings were recently held for the purpose of discussion of the pending changes and their technical correlation. As a body of professional architects, we, in all good conscience, cannot dispute or fault those measures whose purpose is to benefit the public well-being. Nonetheless, as the design professional ultimately called upon to implement such legislation in terms of its physical characteristics, we are compelled to voice a concern toward the financial impact these changes can bring to building costs, and request that a thorough study be undertaken to determine the effect they will have, not only on the building industry, but the entire Wisconsin economy.

Some of our members have participated, as a distinct minority, on the committees which have formulated certain of the proposed changes, but we believe any endorsement of the changes should wait until the thrust of the related cost implications has been determined. It is apparent in our economy today, that rising costs of building labor and materials have outstripped both existing construction budgets, and the ability to achieve equity in financing.

We believe if further code changes are to be enacted, they must be defensible in regard to both their financial impact, as well as their safety and welfare aspects. There is a balance to be maintained between financial cost and functional benefit. Without this balance, it is not inconceivable that building construction, in both the public and private sector, could cease. Some of our health and welfare agencies now extending a major service to the public on supportable budgets could be forced to discontinue these services if required to meet unreasonably stringent building requirements.

Sincerely Yours,

Richard E. Gustafson, AIA
President

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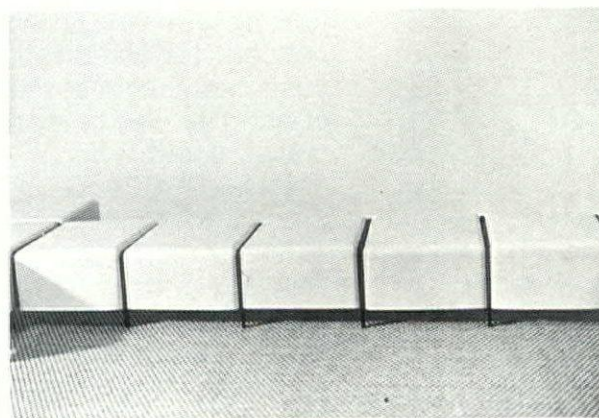


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W.A.I.A.'S ACTION RESPONSE

On October 23, 1974, Chairman, R. Michael Ferrall, of the Joint Committee for Review of Administrative Rules, held an Executive session of his Committee, to act on the hiring of testing consultants to review the licensing examination and academics, plus, experience requirements of the Architect's Section and Land Surveyor's Section of the Examining Board. In addition, his Committee was to consider the repeal of the requirement that applicants for registration take an "equivalency examination" and whether or not the sections of the Examining Board should adopt specific rules defining the relationship between members of the private professional societies policy-making board, and the licensing board.

Your W.A.I.A. representatives requested a presentation to be made by Mr. Thomas Sedgewick, Past-President of the NCAARB, and Consulting Engineer, Mr. Richard Gensert, Chairman of the visiting team from the National Architectural Accrediting Board responsible for the recent accreditation of the UWM School of Architecture. Although this was not a hearing, the Chairman allowed presentations from the above, along with statements made by W.A.I.A. Legislative Chairman, Nat Sample, and legal representative of the Chapter, Ray Tomlinson. The presentations appeared to clarify the problems which were concerning Chairman Ferrall. Other statements were made by Mr. Harry Schroeder, Chairman of the Architect's Section of the Examining Board, Robert L. Yarbrow, member of the Architect's Section of the Examining Board, and Cass Hurc, Secretary to the Board. Speaking for the University, was Dean John Wade. As a result, Chairman Ferrall, made an on-the-spot decision to defer a vote by the Committee on the questions before it, until after the November elections. Legal counsel, Ray Tomlinson, felt that we won the battle, and therefore, have a better chance at winning the war, because the Committee's understanding of the education and registration process was considerably increased by the statements and presentations made that day.

Implications of some of the comments of the Chairman and his specific concerns could be far-reaching as concerns the health and safety of the public, and the standard by which the high level of the profession is maintained to assure competency of those charged with the responsibility for design. A strong statement was made by those appearing before the Joint Committee to attest to the fact that the State Licensing Rules were designed to protect users of the services of architects.

ARCHITECTURE WEEK — 1974

We have reproduced the proclamation signed by Governor Patrick J. Lucey so that you might see the content. In it, he recognizes the importance of Architecture Week and the field of architecture. In releasing the proclamation, the Governor said, "The quality of the physical environment for the people of this state is affected by architecture, which reflects a use of design and space that meets the environmental, economical and sociological needs of people, and which recognizes the need for energy conservation." A news release concerning the proclamation was sent to all news media in the state.

Thanks to John B. Hipp, State Architecture Week Chairman, and the Section Architecture Week Chairmen, Carl Gausewitz, Western Section, Co-chairmen, Jerome Kowalski and Terence Mooney, Southeast Section, plus all the members of their committees. Thanks are also in order to the many members who participated in the design and erection of displays, office open houses, tours, seminars and symposiums, and student programs that took place during our annual Architecture Week recognition.

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The State of Wisconsin

EXECUTIVE DEPARTMENT

A PROCLAMATION

WHEREAS, the members of the Wisconsin Chapter of the American Institute of Architects have pledged their continuing awareness, concern and involvement in and for the quality of life and physical environment in our state; and

WHEREAS, the architects of Wisconsin, through their study of design and space, make significant contributions affecting the lives of the residents in our state; and

WHEREAS, the role of the architect is vital to the evolution of a framework of response to the ecological, environmental, economical and sociological concerns of this state and nation; and

WHEREAS, the architectural heritage of the great state of Wisconsin has fostered the concept of the "built environment" in the cities and rural areas of the state; and

WHEREAS, during the week of October 19 to 26, 1974, the members of the Wisconsin Chapter of the American Institute of Architects rededicate themselves to the high ideals and objectives of their profession and pledge themselves anew to continue their work toward the improvement of the environment of the citizens of Wisconsin by an acute awareness and response to those fundamental aspects of our way of life;

NOW, THEREFORE, I, PATRICK J. LUCEY, Governor of the State of Wisconsin, do hereby proclaim the week of October 19 to October 26, 1974, as

ARCHITECTURE WEEK

in Wisconsin, and I call upon the citizens of our state to join with the architects for mutual education and understanding of the problems of our environment and their solutions.

IN TESTIMONY WHEREOF, I have hereunto set my hand and caused the Great Seal of the State of Wisconsin to be affixed. Done at the Capitol in the City of Madison this tenth day of October in the year of our Lord one thousand nine hundred and seventy-four.

Patrick J. Lucey
PATRICK J. LUCEY
GOVERNOR

By the Governor:

Secretary of State

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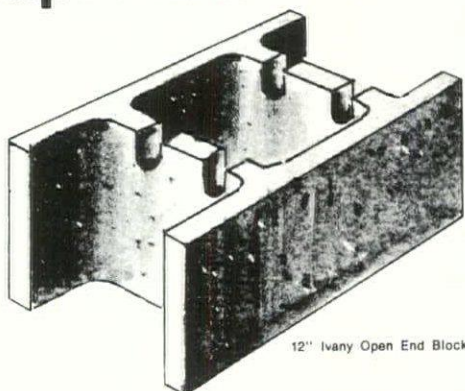
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The Architecture Week Committee will be compiling an evaluation for use by next year's Committee, as well as a report to the Institute on the program and the use of Institute funds granted to the Wisconsin Chapter for this program.

"HOW ARCHITECTURE SPEAKS" KIT AVAILABLE

An excellent new program package for your use is now available through the Chapter Office. The package consists of a group of slides, a script for a general talk, and a quiz sheet for use with groups to which you are presenting the program. Audiences enjoy the program, and through it, become more aware of the fundamentals of architectural design, and of the architects role in creating a building. The program provides for group involvement and discussion, as well as excellent input from the accompanying material. This package is directed to general audiences, such as service clubs, community groups, women's clubs, and the like. It also will work well with school groups. Two kits were purchased by the Chapter out of the Public Relations budget, and will be available for member's use by requesting and scheduling the kit.

1975 HONOR AWARDS

According to Jerry Spencer, W.A.I.A. Awards Chairman, the 1975 Honor Awards Committee is announcing a modified concept in the Awards Program.

The 1975 program will award submissions in four categories. "Macro Design" will consider the project in its urban or rural context. "Micro Design" will consider the effects of the design on the human occupant and his task objectives. "Energy Conservation" will consider the ingenuity of the architect in minimizing energy consumption. "Accessibility" will consider the barrier-free aspects of the project and the comprehensiveness of the design in planning for the physically disabled occupant.

Merit awards will be given to projects in each category. Honor Awards will be given only to projects which rank high in more than one category.

Architects will be given considerable latitude in selection of materials to be submitted.

Program announcements will be mailed from the Chapter Office next month. Please read them carefully.

1975 LOUIS SULLIVAN AWARD FOR ARCHITECTURE

The 1975 Louis Sullivan Award program is open to American and Canadian architects whose distinguished works in masonry exemplify the ideals and accomplishments of Louis H. Sullivan. This program is sponsored by the Bricklayers, Masons and Plasterers Union and administered by AIA. The award offers an honorarium of \$5,000.

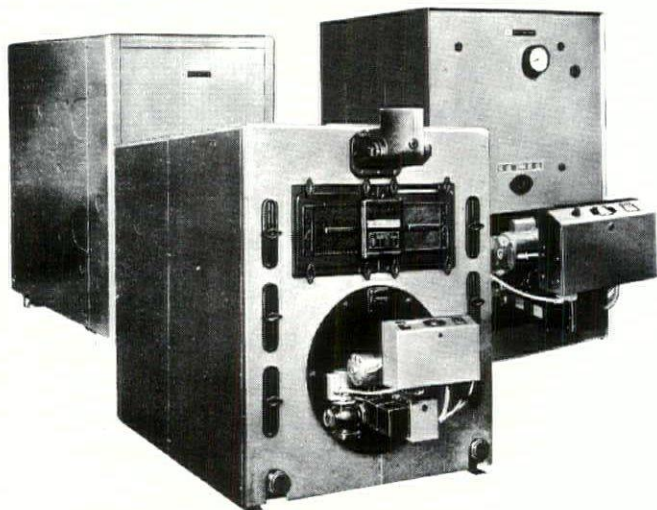
Entrants may enter at least three, and no more than five, completed buildings in which masonry is a major element. All entries for the Award **must** be postmarked no later than November 15, 1974.

Interested members may contact: Maria F. Murray, Director Awards Program, American Institute of Architects, 1735 New York Avenue, N. W., Washington, D. C. 20006.

PROGRAMS OFFERED

University of Wisconsin - Extension, has published a complete listing of their courses available for your continuing education. There are many excellent courses being offered with regard to architecture and architectural engineering. For complete information contact: Dr. Raymond Matulionis, Program Coordinator, UW - Madison, 432 North Lake Street, Madison, Wisconsin 53706 Phone: (608) 262-2061.

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Richard Blake, Task Force Chairman, requests you to return your questionnaire at your earliest convenience. For those who have inadvertently lost their form, additional copies can be obtained from Blake-Wirth-Huettenrauch-Horn, Inc., at 330 West Silver Spring Drive, Milwaukee, Wisconsin 53217, or call 1-414-332-9340. Remember, a complete form is your help toward lower insurance premiums for your firm.

FALL WORKSHOP REVIEW

(Introduction)

Dick Shutter, Chairman of the Fall Workshop reminded us that, "**We are AIA**". It is a strong central organization of the architectural profession, with a vast amount of activities, interests and concerns, all related to the profession. He indicated that we are not two separate groups with AIA on one side, and architects on the other. Instead, we are, and should be, one unified group, understanding and moving together. The Workshop was dedicated to increasing our understanding of the organization and its many involvements.

(National)

Regional Director, George Schuett, reviewed actions at the National level, indicating that membership in the AIA was up, and still increasing, despite the economic situation across the country. Schuett complimented the persons who put together the presentation to the Institute Public Relations Committee, that resulted in the \$1,000 Grant from the Institute to the Chapter. He indicated that this was a result of the excellent communication that exists between the Wisconsin Chapter, and the Institute, and the sensitivity of the Institute to Component Programs.

Schuett discussed the operation of the National Inquiry Committee, which has recently been formed to look into operations of architectural firms across the country, as to their ethics in operation.

He reviewed the National Program that is being operated on an experimental basis in the Northwestern states, called the Man-Hour Data Bank. It is being studied so that implementation of the Man-Hour Data Bank will provide information to architectural firms concerning the man-hours, direct costs, etc., necessary to complete a specific project. It is hoped that this will fill the void left by the retraction of the fee schedules which resulted from the anti-trust action.

Schuett also indicated his work as Chairman of the National Committee on restructuring of the Institute. He indicated that recommendations would be made to have all state organizations use a similar structure with terminology such as "State Society of Architects". In our case, it would be the "Wisconsin Society of Architects" and the Section would become the "Chapters". Although the names would change, it is the feeling of the Board that the unified organization would be retained.

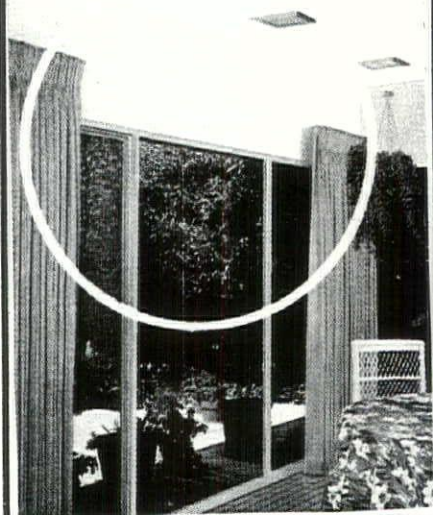
Schuett requested that the members interested in conveying their concerns and constructive criticisms to the National Board, should drop him a note, or give him a call, with their concern, and he would bring it to the attention of the proper department, or National Board itself, for a response.

(Chapter overview)

Alan Carlson spoke giving an **operational overview** of Chapter Affairs. He indicated the importance of the recent survey of the membership prepared for the AIA by Case & Company, Management Consultants. The complete study can be obtained from the Institute Publications Department by contacting them directly in Washington. The survey gives an overview and a portrait of the architect as reflected in his comments from across the country. Such facts as the typical AIA member is white, married, male and about 46 years old; over $\frac{2}{3}$ of the membership are owners. Carlson pointed out

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that the most striking finding emerging from the tabulation of the questionnaires related to responding member attitudes toward AIA output, and that the member expressed an unfamiliarity with many of AIA programs. The survey pointed out that fully half of the responding members are unfamiliar with over half the specific practice aids. These are surprising statistics, particularly in view of the important professional content of these programs, and practice aids. Carlson went on to review the programs and opportunities that exist within the Wisconsin Chapter structure, which would be in addition to all of the many benefits of the National Membership. Carlson distributed several documents which indicated the areas of WAIA member activity and responsibility, and the services and functions of the Chapter Office. Carlson gave an overview of the structure of the Chapter, which presently has a Board of Directors known as the Executive Committee, staff of Executive Director, and two office personnel charged with responsibilities in Convention, membership processing, document sales, and other duties, both secretarial and administrative. Serving as Secretary and Administrative Assistant to the Executive Director is Mrs. Kerry Stanger. In charge of document sales and membership processing is Mrs. Mary King. Also retained by the Chapter for legal counsel and legislative representative is Mr. Ray Thomlinson of Madison, plus part-time bookkeeper, Mrs. Grace Nugent. The State organization has twenty committees and task forces, with approximately 140 members, which are operating in various capacities, plus the four sections, which operate their own programs and committees in their area of the State. The membership at the Annual Meeting elects the Directors, who in turn elect the Officers to give leadership for the year's activities.

(Possible new program)

Carlson mentioned one program that was being looked at in terms of possible operation by the Chapter. The Executive Committee has appointed Ross T. Potter to head-up a Task Force to look into a **new architectural referral program** based upon the fact that the Chapter Office does frequently receive inquiries for the selection of an architect. The program, as operated in the Portland Chapter, would have the firm submit five slides which they felt represented their work in specific building categories. When an inquiry came to the Chapter Office, the prospective client would be invited to see the slides and receive materials such as, "Know Your Architect" and a presentation on A.I.A. along with the slides. The client would then select, from those presentations he saw, the architects he would like to interview, and the selected firms would take it from there. Carlson noted that this works in a metropolitan area. The challenge of the Task Force is to determine whether it is feasible on a statewide basis, or if there are other programs that could be more effective in serving the public's needs, and still being fair to all the members within the Chapter.

(Chapter Finances)

Sheldon Segel, Chairman of the Task Force on Chapter Finances reported to the Workshop that the Board had taken a series of steps to reverse the very serious financial problem faced by the Chapter. He reviewed the steps taken: The combining of the Punch List with the Wisconsin Architect, and the subsequent closing of the Wisconsin Architect offices. The continued ad sales will make it possible for the Wisconsin Architect to pay back the money that had been loaned by the Chapter to that organization over the past several years. Segel expressed the hope that by next year we can give the membership an expanded Punch List, if the revenue continues to come in, and the expenses of production are kept at a minimum. Segel hoped that the membership would acknowledge to suppliers who advertise in the Wisconsin Architect when they call on you, that you saw their ad in the Wisconsin Architect. This will certainly continue their support of the magazine. Another step taken has been to increase the price of booths at our Annual Convention. Again, Segel sought the help of the membership in encouraging suppliers to take a booth at our Convention.

The services of the Public Relations consultants were terminated. Other programs that will be designed, Segel indicated, would have to be on a self-amortizing basis.

The Task Force Committee is recommending to the Board, that the By-laws be changed to eliminate maximum amounts of dues that can be charged to the Membership. Segel indicated that in the light of inflation, this step would be necessary. He did indicate that the new unit system of assessing dues was very good and equitable to the variety of types of employment within our members. However, there may be a further definition of the number of units applied to each category of membership.

In addition, the year-end assessment to the membership was approved and implemented by the Executive Committee. Segel also indicated that expenditures are being watched very closely, and reduced where possible, so that the red can be changed to black by the end of the year, and the Chapter once again, in a healthy position. Segel requested any constructive criticism, which members would like to present to his committee.

(Membership)

Wayne Duerst spoke on activities of the Membership Committee. He indicated that information was being sought from the various Sections as to new ideas in membership approaches. He also indicated that as the CASE study pointed out, the lack of information or understanding of the various programs by members, has been detrimental in the membership promotion area. He feels that we need to increase our communications, not only amongst each other, but to those we are approaching as new members. **Duerst recommended that every firm should have one A.I.A. member that takes responsibility to see that information is posted and circulated to the employees in that firm.** This would help in the dissemination and understanding of what is available as to benefits of the membership in the A.I.A. Duerst encouraged the promotion of better programs within the Section. This, too, would attract new members. Duerst also stressed Committee involvement as important to member retention, and promotion. It was brought out in the discussion on membership, that there are programs and there can be additional programs that could be obtained only through membership in the A.I.A. This certainly would help in the attracting of new members to the organization.

(Public Relations)

Sheldon Segel, Public Relations Chairman, and John B. Hipp, Chairman of the 1974 Architecture Week, reviewed their activities. The request to the Institute for financial help for Architecture Week was approved, and activities were being planned in the various sections for this event.

Segel emphasized the importance of Public Relations not being just advertising, but that when we have concerns for the environment or for the public, that we not just talk amongst ourselves, but we talk to the media; that in turn is public relations — showing that we care. He urged everyone to be sensitive to the opportunities in Public Relations, and not think of the term as a dirty word. It is proper for us to make statements on concerns that are ours, and in turn, is advertising the fact that we have knowledge, expertise and concern for health, safety and welfare of the public, as well as for the profession.

(Preservation)

Gordon Orr spoke to the opportunities that are prevalent in preservation architecture, and reminded those present of the Second Annual Preservation Conference being held in Madison, during Architecture Week.

- (Liability)** Richard Blake, Chairman of the Professional Liability Task Force, spoke of the questionnaire that had been distributed to the firms in the State, urging them to respond so that a good reading could be taken concerning the experience on professional liability insurance in the State, with the idea that changes can be effected as concerns the Schinnerer Agency, and their operation and coverage in the State of Wisconsin.
- (AIA/AGC)** Clarence Huettenrauch, Chairman of the AIA/AGC Liaison Committee reported and distributed two new documents that are to be inserted in the AIA/AGC Manual. They are titled, "Recommended Practices on Cold Weather Protection", and "Recommended Practices on Temporary Enclosures". Those not receiving copies at the Fall Workshop, can request them through the Chapter Office.
- Norb Hynek of the AGC thanked the AIA members for their cooperation in this committee work, and indicated that if you did not have a AIA/AGC Manual, you could request one through his office in Milwaukee.
- (UWM/SAR)** Bob Beckley, on the faculty of the School of Architecture, reviewed the past year's activities of the School, which has included final accreditation and renaming of the School, in terms of two departments: the Department of Architecture and the Department of Urban Planning, and more recently, the resignation of Dean John Wade, to be effective next June.
- (Economy)** Special guest at the Fall Workshop, Professor Jon C. Udell, was introduced by Chairman Dick Shutter. Professor Udell, Director of the Bureau of Business Research and Services, Graduate School of Business, University of Wisconsin, Madison, spoke on the concerns that surround the construction industry, and the present economy. Udell indicated the difficulty in projecting what would happen to the economy in 1975, even under the new policies of President Ford, as our economy is tied to the other countries of the world, and their development. He traced the many causes of our economic problems and stressed the importance of the consumer factor as it affects the economy and the gross national product. He indicated that consumer expenditures make up for 63% of our gross national product. Because of inflation, real consumer expenditures have actually declined over last year, even though the total amount is more. He indicated that Government spending would be suppressed as a result of the inflationary trends. **Udell predicted that the housing market would not fall much further in 1975, that it has the past year, however, he indicated that non-residential construction could decline.** He considers the present situation and economic climate, as recessionary, and that the recession would continue until 1975.
- (Convention '75)** John Jacoby, Chairman of the 1975 Convention, reviewed the activities of his Committee, with plans moving ahead at the new site in Fontana, The Abbey Resort. He indicated that many subcommittees were at work, and stressed the importance of encouraging suppliers to take booths in the educational exhibit being planned.
- (Barrier Free Architecture)** Tom Orlowski, Chairman of the Barrier Free Architecture Committee, reported on the various activities of his Committee. Their major project is that of producing a guidelines document for architects in the State, with regard to barrier free design.
- (Awareness Program)** Len Widen, and Richard Woods reported on the Continuing Education programs, and the educational awareness programs for youth. Richard Woods indicated that the kits and guidelines for the awareness program will be made available to those requesting their use.

**(Legal/
Legislative)**

Nathaniel W. Sample, Chairman of the Legislative Committee and liaison with the Registration Board, reviewed various legislative concerns. The Chapter is presenting position papers on challenges to the Statute of Limitations. The challenges would discontinue, or call unconstitutional, the statute of limitations which is now on the books. Also, he covered the challenges to the Registration Board and licensing program of all the professions, which would have the Registration Board acting as the investigative unit, as well as, the judge in matters of unprofessional conduct. The Legislative Committee is also working with W.A.I.A. legal counsel, in terms of the definitions that are centered around "gross negligence and incompetence" and attempting to have them more clearly defined, so that architects cannot have their license revoked just for negligence. Another matter which was covered by Sample was the definitions of "supervision" and "control" and who has the ultimate responsibility when work is delegated in an office. Legal counsel and the Legislative Committee are working on this matter.

Dick Knothe, Chairman of the Codes Committee conducted a panel with dialogue between those present and the panel concerning the hearings that were recently held with reference to code changes, energy conservation, barrier-free architecture, exits, sprinkler systems, etc. The statement of the response of the Chapter is found elsewhere in the Punch List. It resulted from the Fall Workshop discussion, and final Executive Committee action. Panelists were Dick Griese, Green Bay; Donovan Kramer, Watertown; Jack Klund, Madison; and Tom Orłowski, Milwaukee.

1974 W.A.I.A. ACTIVITIES FOR NOVEMBER - DECEMBER

CALENDAR

DATE/TIME	EVENT	LOCATION
November 6	Southeast Section Membership Promotion Meeting	Milwaukee, WI
November 6	Western Section Meeting	Sigma Phi Society, Madison, WI
November 8-9	Architectural Refresher Workshop	UWM/SAR, Milwaukee, WI
November 11	Northeast Section Meeting	Nino's, Appleton, WI
November 14	Executive Committee Meeting	Left Guard Charcoal House, Fond du Lac, WI
November 18-19	Renovation of Buildings Seminar	UW-Extension, Madison, WI
November 20	Asphalt Paving Conference	Holiday Inn Central, Milwaukee, WI
November 28	HAPPY THANKSGIVING	
November 29	Office Closed . . .	
December 10	Northern Section Meeting	Tomah, WI
December 12	Executive Committee Meeting	
December 25	MERRY CHRISTMAS	

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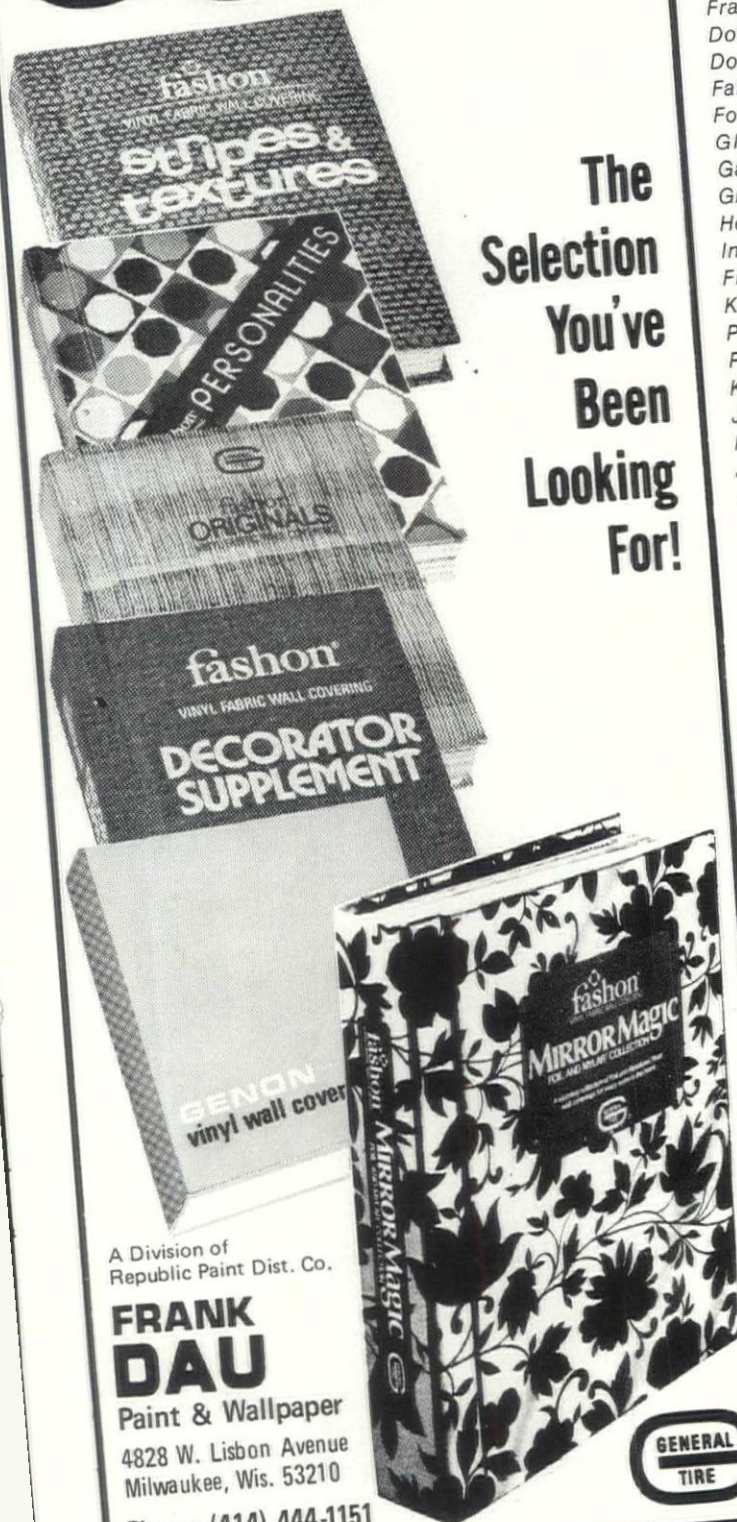
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